

COMPARISONS OF AVERAGE AUDIENCE ESTIMATES - SELECTED PROGRAM TYPES

FIRST REPORT FOR MARCH 1978

HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS	EVENING 7:00-11:00 PM													
	General Drama	Suspense & Mystery Drama(1)	Situation Comedy	Adventure	Variety(1)	Feature Films	All 25- 30 Min.	All 55- 60 Min.	7:00- 9:00 PM	9:00- 11:00 PM(2)	All 7:00-11:00 PM			
											Regular	Special(3)	Total(3)	
	18.4 6	18.7 11	21.1 26	17.0 5	16.4 4	18.6 8	19.8 26	19.1 32	19.1 31	19.2 38	19.1 69	20.8 9	19.3 78	
HOUSEHOLDS % AVG. AUD. NO. OF PROGRAMS	EVENING 6:00-7:00PM		MONDAY-FRIDAY 11:30-1:00AM		WEEKDAY DAYTIME 10:00AM-4:30PM					WEEKEND DAYTIME				
	Informational(1)		11:30PM- 1:00AM(4)	Daytime Drama	Quiz & Aud. Partic.(1)	Situation Comedy	10:00AM- 1:00PM	1:00- 4:30PM	10:00AM- 4:30PM	Chil- dren's(1)	Sports			
	Once-a-Week	Multi-weekly									Regular	Special(3)	Total(3)	
	8.9 5	13.4 3	6.6 10	7.6 14	5.9 11	7.1 3	6.4 16	7.6 12	7.1 28	6.2 35	8.3 13	5.4 8	7.5 21	
(1) SEE INTRODUCTION FOR INDIVIDUAL TYPES IN ABOVE GROUPING.														
(2) INCLUDES 8:30-9:30PM AND 8:30-10:00PM PROGRAMS.														
(3) WEIGHTED BY DURATION AND FREQUENCY AND LIMITED TO REGULARLY SCHEDULED PROGRAMS, EXCEPT FOR TYPES CARRYING THIS FOOTNOTE.														
(4) INCLUDES OVERRUNS EXTENDING BEYOND 1:00AM.														
IFR INSUFFICIENT NUMBER OF PROGRAMS IN TYPE FOR REPORTING.														
PROGRAMS ARE RATED IN TERMS OF TOTAL DURATION, UNDER FIVE-MINUTE PROGRAMS ARE EXCLUDED.														

NATIONAL TV NIELSEN RATINGS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 5, 1978

NIELSEN AVERAGE AUDIENCE

RANK	PROGRAM	AUDIENCES		RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)			% U.S.	NO. (000)
1	LAVERNE AND SHIRLEY	32.3	23,550	9	HOW THE WEST WAS WON	24.7	18,010
2	HAPPY DAYS	32.0	23,330	10	EIGHT IS ENOUGH	24.5	17,860
3	THREE'S COMPANY	30.9	22,530	11	ALICE	24.4	17,790
4	LITTLE HOUSE-PRairie	27.6	20,120	12	ALL IN THE FAMILY	24.3	17,710
5	CHARLIE'S ANGELS	27.5	20,050	12	60 MINUTES	24.3	17,710
6	GRAMMY AWARDS(S)	26.6	19,390	14	ABC SUNDAY NIGHT MOVIE	23.7	17,280
6	ONE DAY AT A TIME#	26.6	19,390	14	STARSKY AND HUTCH	23.7	17,280
8	M*A*S*H	26.2	19,100	16	FANTASY ISLAND#	23.4	17,060

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1978 REPORT

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/S SEASON										T/S SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AVG. AUD. % SHARE % (0,000)										AVG. AUD. % SHARE % (0,000)									
*EVENING																			
ABC FRIDAY NIGHT MOVIE 18										BARRY MANILOW SPECIAL(S) 205									
1 FRI. 9.00P 114 ABC FF										1 FRI. 8.00P 60 ABC GV									
2 FRI. 9.00P 120										BEN VEREEN-HIS ROOTS(S) 184									
ABC MINUTE MAGAZINE 6										2 THU. 10.00P 60 ABC GV									
SUN. 7.58P 1 ABC N										BIG EVENT-TUE. 6									
ABC MONDAY NIGHT MOVIE 5										1 TUE. 8.00P 180 NBC FV									
MON. 9.00P 120 ABC FF										2 TUE. 9.00P 120									
ABC NEWS-REASONER/WALTERS 109										BIG EVENT 23									
M-F 6.30P 30 ABC N										1 SUN. 9.00P 120 NBC FV									
ABC NEWSBRIEF-M-F 119										2 SUN. 8.00P 90									
1 MON. 8.58P 1 ABC N										BIG EVENT II 2									
TU-TH 9.58P 1										2 SUN. 9.30P 90 NBC FV									
1 FRI. 8.57P 1										BIONIC WOMAN 19									
2 M & F 8.58P 1										SAT. 8.00P 60 NBC A									
ABC NEWSBRIEF-SAT. 24										BLACK SHEEP SQUADRON 7									
SAT. 9.58P 1 ABC N										WED. 9.00P 60 NBC A									
ABC NEWSBRIEF-SUN. 23										BOB NEWHART SHOW 20									
1 SUN. 8.57P 1 ABC N										2 SAT. 8.00P 30 CBS CS									
2 SUN. 8.57P 2										BOXING(S) 140									
ABC SATURDAY EVENING NEWS 12										1 FRI. 11.30P 90 CBS SE									

1 SAT. 6.30P 30 ABC N	181	182	99	97	A	6.2	13	452	CAROL BURNETT SHOW 10	188	192	98	98	A	18.4	31	1341
2 SAT. 6.45P 15					B				SUN. 10.00P 60 CBS CV					B	18.0	29	1312
ABC SUNDAY NIGHT MOVIE 18	194	194	99	99	A	23.7	39	1728	CARTER COUNTRY 21	193	190	99	97	A	19.6	30	1429
1 SUN. 9.00P 146 ABC FF					B	21.9	35	1597	THU. 9.30P 30 ABC CS					B	19.6	31	1429
2 SUN. 9.00P 142									CBS EVENING NEWS-CRONKITE 110	201	201	99	99	A	15.5	29	1130
ABC WEEKEND NEWS-SATURDAY 22	157	154	94	93	A	8.3	18	605	M-F 6.30P 30 CBS N					B	15.4	29	1123
SAT. 11.00P 15 ABC N					B	8.0	17	583	CBS EVENING NEWS 13	173	173	89	89	A	10.6	21	773
ABC WEEKEND NEWS-SUNDAY 21	151	148	96	96	A	5.6	16	408	SUN. 6.30P 30 CBS N					B	9.9	18	722
1 SUN. 11.26P 15 ABC N					B	6.3	15	459	CBS FRIDAY NIGHT MOVIE 15	183	179	97	96	A	18.9	32	1378
2 SUN. 11.22P 15									FRI. 9.00P 120 CBS FF					B	16.8	28	1225
ALICE 17	199	200	99	99	A	24.4	36	1779	CBS SAT. NEWS-SCHIEFFER 22	155	154	90	90	A	12.6	26	919
SUN. 9.30P 30 CBS CS					B	23.8	35	1735	SAT. 6.30P 30 CBS N					B	11.6	23	846
ALL IN THE FAMILY 20	198	198	99	99	A	24.3	36	1771	CBS SUNDAY NEWS-BRADLEY 22	132	135	78	79	A	7.0	14	510
SUN. 9.00P 30 CBS CS					B	24.9	37	1815	SUN. 11.00P 15 CBS N					B	7.8	17	569
BABY, I'M BACK 5	185	185	97	99	A	19.7	30	1436	CBS TUESDAY NIGHT MOVIES 5	186	188	98	99	A	19.8	32	1443
1 MON. 8.00P 30 CBS CS					B	20.4	30	1487	1 TUE. 9.00P 120 CBS FF					B	18.6	31	1356
2 MON. 8.30P 30									2 TUE. 9.00P 145								
BARETTA 4	191		99		A	12.9	22	940	CBS WEDNESDAY NIGHT MOVIE 18	189	186	99	97	A	16.0	26	1166
1 THU. 10.00P 60 ABC OP					B	15.5	27	1130	1 WED. 8.00P 120 CBS FF					B	18.2	29	1327
BARETTA-11:30PM 22	157	165	92	94	A	6.8	21	496	2 WED. 9.00P 146								
1 FRI. 11.30P 65 ABC OP					B	7.3	23	532	CELEBRITY CHALLENGE-SEXES 5	182	181	99	98	A	9.6	15	700
2 FRI. 11.30P 66									TUE. 8.00P 30 CBS SE					B	11.6	17	846
BARNABY JONES 20		175	96		A	23.2	39	1691	CHARLIE BROWN-NIGHTMARE(S) 201			99		A	21.4	34	1560
2 THU. 10.00P 60 CBS PD					B	21.3	37	1553	1 THU. 8.00P 30 CBS EA								
BARNEY MILLER 21	196	189	99	97	A	22.4	35	1633	CHARLIE'S ANGELS 22	209	209	99	99	A	27.5	43	2005
THU. 9.00P 30 ABC CS					B	21.9	34	1597	WED. 9.00P 60 ABC PD					B	25.7	40	1874

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOOTNOTES: FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1978 REPORT

HOUSEHOLD ESTIMATES (ALPHABETIC)														1ST MAR. 1978 REPORT														
PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				
WK #	DAY	START TIME	DUR	NET TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK #	DAY	START TIME	DUR	NET TYPE	PROG.	WK 1	WK 2	WK 1	WK 2	K E Y	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	
EVENING CONT'D																												
CHIPS					20	196	180	96	92	A	18.5	29	1349	1 MON.	11.30P	84	CBS	FF							B	6.4	26	467
THU. 8.00P 60 NBC OP										B	15.6	26	1210	1 TUE.	11.30P	126												
CHUCK BARRIS RAH RAH SHOW					1		191		98	A	15.4	24	1123	1 WED.	11.30P	70												
2 TUE. 8.00P 60 NBC GV										B	15.4	24	1123	1 THU.	11.47P	102												
CLASS OF '65					11	199	189	98	97	A	14.8	24	1079	2 MON.	11.30P	101												
1 THU. 9.00P 120 NBC GD										B	17.3	29	1261	2 TUE.	11.55P	122												
2 THU. 10.00P 60														2 WED.	11.58P	69												
CONN. RABBIT-KING ARTHUR(S)					201			99		A	22.8	35	1662	2 THU.	11.30P	95												
1 THU. 8.30P 30 CBS EA														2 FRI.	11.30P	36												
C.P.O. SHARKEY					2		187		94	A	17.0	27	1239	LATE MOVIE II					56	172	161	93	89	A	4.9	29	357	
2 FRI. 8.30P 30 NBC CS										B	16.5	26	1203	1 WED.	12.40A	53	CBS	FF							B	4.9	28	357
DONNY AND MARIE					19		194		99	A	20.0	33	1458	2 WED.	1.07A	56												
2 FRI. 8.00P 60 ABC GV										B	19.8	33	1443	2 FRI.	12.06A	96												
EIGHT IS ENOUGH					20	201	197	99	99	A	24.5	38	1786	LAVERNE AND SHIRLEY					20	209	216	99	99	A	32.3	48	2355	
WED. 8.00P 60 ABC CS										B	23.2	36	1691	TUE. 8.30P 30 ABC CS					15	210	208	99	99	B	32.9	49	2398	
FAMILY					21	195	195	99	99	A	17.4	29	1268	LIFE-TIMES-GRIZZLY ADAMS										A	18.5	29	1349	
TUE. 10.00P 60 ABC GD										B	19.9	33	1451	WED. 8.00P 60 NBC A										B	18.0	28	1312	
FANTASY ISLAND					5	189		99		A	23.4	44	1706	LITTLE HOUSE-PRAIRIE					21	217	218	99	99	A	27.6	41	2012	
1 SAT. 10.00P 60 ABC A										B	22.6	41	1648	MON. 8.00P 60 NBC GD					4		196		98	B	23.7	36	1728	
														LOU GRANT										A	19.9	36	1451	
														2 MON. 10.00P 60 CBS GD										B	19.8	32	1443	
														LOVE BOAT					6	189	185	99	98	A	22.3	39	1626	

FISH	THU.	8.30P	30	ABC CS	7	191	182	99	97	A	20.1	31	1465	1 SAT.	9.00P	60	ABC CS							B	23.5	40	1713
										B	21.4	32	1560	2 SAT.	9.00P	120								A	17.7	30	1290
GOLDIE HAWN SPECIAL(S)	2 WED.	8.00P	60	CBS CV	53	180		98		A	21.2	32	1545	MARY TYLER MOORE SPECIAL(S)	1 WED.	10.00P	60	CBS GV	192	301	99	80					
GOOD TIMES	2 MON.	8.00P	30	CBS CS	4	186		99		A	17.5	27	1276	M*A*S*H	1 MON.	8.30P	30	CBS CS	5	192	196	98	98	A	26.2	39	1910
										B	19.3	29	1407	2 MON.	9.00P	30								B	26.1	37	1903
GRAMMY AWARDS(S)	1 THU.	9.00P	136	CBS AC	199		99			A	26.6	44	1939	MAUDE	SAT.	9.30P	30	CBS CS	6	188	189	96	99	A	11.0	19	802
HAPPY DAYS	TUE.	8.00P	30	ABC CS	22	209	213	99	99	A	32.0	49	2333										B	12.7	22	926	
										B	32.3	50	2355	MIDNIGHT SPECIAL	FRI.	1.00A	90	NBC PC	22	194	194	98	98	A	3.5	24	255
HARDY BOYS/NANCY DREW	SUN.	7.00P	60	ABC SM	21	188	191	99	99	A	15.8	26	1152	NBC LATE NIGHT MOVIE	1 SUN.	11.30P	122	NBC FF	22	119	120	71	71	B	3.5	24	255
HAWAII FIVE-O	2 THU.	9.00P	60	CBS OP	16	182		97		B	16.2	26	1181	2 SUN.	11.30P	120							A	3.5	17	255	
										A	22.3	34	1626										B	4.0	16	292	
										B	20.5	32	1494	NBC MONDAY NIGHT MOVIES	1 MON.	9.00P	120	NBC FF	23	207	207	99	99	A	18.6	30	1356
HOW THE WEST WAS WON	SUN.	8.00P	60	ABC EW	4	197	198	99	99	A	24.7	37	1801	2 MON.	9.00P	138								B	22.2	35	1618
JAMES AT 16	2 THU.	9.00P	60	NBC GD	12	177		95		B	24.2	36	1764	NBC NEWS UPDATE-M-F	1 M-WTH	8.58P	1	NBC N	108	183	178	94	92	A	17.3	27	1261
										B	13.7	21	999	1 TUE.	9.06P	1								B	16.7	26	1217
JEFFERSONS	1 SAT.	8.00P	90	CBS CS	23	185	189	97	99	A	18.8	33	1371	1 FRI.	8.57P	2											
	2 SAT.	9.00P	30		11	188	188	98	99	B	18.0	31	1312	2 M-F	8.58P	1											
KOJAK	SAT.	10.00P	60	CBS OP	11	188	188	98	99	A	10.8	20	787	NBC NEWS UPDATE-SAT.	SAT.	8.58P	1	NBC N	22	190	189	94	94	A	13.6	23	991
										B	13.4	24	977	NBC NEWS UPDATE-SUN.	CONT'D				22	192	196	94	94	B	16.4	28	1196
LATE MOVIE I					107	171	166	93	91	A	6.2	28	452											A	18.5	27	1349

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PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES				PROGRAM NAME														T/C THIS SEASON	NO. OF STATIONS		PROGRAM COVERAGE		HOUSEHOLD AUDIENCES			
WK # DAY START TIME DUR NET TYPE														WK 1 WK 2	WK 1 WK 2		WK 1 WK 2		KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	WK # DAY START TIME DUR NET TYPE														WK 1 WK 2	WK 1 WK 2		WK 1 WK 2		KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)
EVENING CONT'D																			ROCKFORD FILES																										
NBC NEWS UPDATE-S-CONT'D																			1 FRI. 9.00P 120 NBC PD																										
1 SUN. 8.58P 1 NBC N																			2 FRI. 9.00P 60																										
2 SUN. 9.28P 1																			SALUTE TO WOMEN'S SPORTS(S)																										
																			2 THU. 11.30P 72 ABC AC																										
NBC NIGHTLY NEWS-SAT.																			SATURDAY NIGHT																										
SAT. 6.30P 30 NBC N																			1 SAT. 11.30P 79 NBC GV																										
NBC NIGHTLY NEWS-SUN.																			SHIELDS AND YARNELL																										
SUN. 6.30P 30 NBC N																			TUE. 8.30P 30 CBS CV																										
																			SIX MILLION DOLLAR MAN																										
NBC NIGHTLY NEWS																			MON. 8.00P 60 ABC A																										
M-F 6.30P 30 NBC N																			60 MINUTES																										
NBC SATURDAY NIGHT MOVIES																			SUN. 7.00P 60 CBS DN																										
SAT. 9.00P 120 NBC FF																																													
NEWSBREAK-M-F																			SOAP																										
1 MTWTH 8.58P 1 CBS N																			TUE. 9.30P 30 ABC CS																										
1 WED. 8.53P 1																			STARKY AND HUTCH																										
1 FRI. 8.57P 1																			WED. 10.00P 60 ABC OP																										
2 M-TH 8.58P 1																																													
NEWSBREAK-SAT.																			STARKY AND HUTCH-11:30																										
1 SAT. 9.28P 1 CBS N																			1 THU. 11.30P 66 ABC OP																										
2 SAT. 8.58P 1																			THREE'S COMPANY																										
NEWSBREAK-SUN.																																													
23 174 172 94 94 A 17.7 26 1290																			22 197 201 99 99 A 30.9 45 2253																										

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PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
K E Y										K E Y									
AVG. AUD. SHARE % (0,000)										AVG. AUD. SHARE % (0,000)									
EVENING CONT'D										GOOD MORNING, AMERICA-830									
WELCOME BACK, KOTTER	23	196	189	99	98	A	18.9	30	1378	110	183	184	94	94	A	4.5	24	328	
THU. 8.00P 30 ABC CS						B	20.8	34	1516	M-F 8.30A 30 ABC N					B	3.6	21	262	
WHAT'S HAPPENING	7	190	185	98	98	A	13.7	24	999	GUIDING LIGHT	76	195	194	99	99	A	7.8	27	569
SAT. 8.00P 30 ABC CS						B	15.8	27	1152	M-F 2.30P 60 CBS DD					A	8.2	27	598	
WILDS-10,000 ISLANDS(S)		185		97		A	16.3	28	1188	HAPPY DAYS M-F	108	173	173	96	96	A	7.6	32	554
1 FRI. 8.00P 60 CBS GD						B	15.6	27	1137	M-F 11.00A 30 ABC CS					B	6.4	29	467	
WONDER WOMAN	19		185		97	A	16.3	27	1188	HOLLYWOOD SQUARES	105	192	193	95	95	A	5.9	27	430
2 FRI. 8.00P 60 CBS SF						B	15.6	27	1137	M-F 10.30A 30 NBC QP					B	5.4	27	394	
WONDERFUL WORLD OF DISNEY	20	212	212	99	99	A	17.4	28	1268	KNOCKOUT	102	198	198	98	97	A	5.0	20	365
SUN. 7.00P 60 NBC FV						B	17.7	28	1290	M-F 11.30A 30 NBC QP					B	5.0	22	365	
WEEKDAY DAYTIME										LOVE OF LIFE	108	189	190	97	97	A	6.5	26	474
ALL IN THE FAMILY M-F	73	195	194	98	98	A	8.5	26	620	M-F 11.30A 30 CBS DD					B	6.1	27	445	
M-F 3.30P 30 CBS CS						B	9.2	28	671	MAGAZINE(S)		189		97	A	4.9	24	357	
ALL MY CHILDREN	109	186	186	98	98	A	9.0	32	656	2 THU. 10.00A 60 CBS DN									
M-F 1.00P 60 ABC DD						B	8.6	31	627	MATCH GAME '78	49	147	147	79	81	A	5.9	17	430
ANOTHER WORLD	106	207	205	99	99	A	9.1	29	663	M-F 4.00P 30 CBS QP						B	6.4	18	467
M-F 3.00P 60 NBC DD						B	8.7	28	634	ONE LIFE TO LIVE	35	188	188	99	99	A	7.6	26	554
AS THE WORLD TURNS	107	198	199	99	99	A	8.8	31	642	M-F 2.00P 60 ABC DD						B	8.1	27	590
M-F 1.30P 60 CBS DD						B	8.8	31	642	PILLSBURY BAKE-OFF(S)		189		98	A	7.1	28	518	
CAPTAIN KANGAROO	109	187	187	99	99	A	3.9	21	284	1 TUE. 11.00A 30 CBS AC									
M-F 8.00A 60 CBS C						B	3.6	21	262	PRICE IS RIGHT 1	51	178	178	92	92	A	6.1	28	445
CARTER ANALYSIS(S)			197		99	A	6.7	27	488	1 MTWTF 10.30A 30 CBS AP						B	6.5	29	474
2 THU. 12.43P 17 CBS N										1 TUE. 10.00A 30									
CBS MID-DAY NEWS-EDWARDS	108	173	174	91	91	A	6.3	25	459	2 MTWTF 10.30A 30									
M-F 11.55A 4 CBS N						B	5.8	25	423	PRICE IS RIGHT 2	53	178	176	92	91	A	6.4	27	467
CBS MORNING NEWS	110	176	176	96	96	A	2.4	16	175	1 MTWTF 11.00A 30 CBS AP						B	7.0	29	510
M-F 7.15A 45 CBS N						B	2.2	17	160	1 TUE. 10.30A 30									
DAYS OF OUR LIVES	109	207	205	99	99	A	7.0	24	510	2 M-F 11.00A 30									
M-F 1.30P 60 NBC DD						B	7.0	25	510	RYAN'S HOPE	109	179	178	96	95	A	7.9	30	576
DOCTORS	106	202	200	98	98	A	6.8	24	496	M-F 12.30P 30 ABC DD						B	7.1	27	518
M-F 2.30P 30 NBC DD						B	6.6	23	481	SANFORD AND SON M-F	107	166	168	89	89	A	5.3	25	386
EDGE OF NIGHT	104	168	168	90	90	A	5.2	16	379	M-F 10.00A 30 NBC CS						B	4.9	26	357
M-F 4.00P 30 ABC DD						B	5.3	16	386	SEARCH FOR TOMORROW	107	190	190	97	97	A	7.9	30	576
FAMILY FEUD	108	182	182	99	99	A	9.8	39	714	1 M-F 12.30P 30 CBS DD						B	7.6	30	554
M-F 11.30A 30 ABC QP						B	8.7	37	634	2 MTWTF 12.30P 30									
FOR RICHER, FOR POORER	55	168	171	83	83	A	4.1	16	299	TATTLETALES	49	162	163	86	87	A	4.8	23	350
M-F 1.00P 30 NBC DD						B	4.1	14	299	1 MTWTF 10.00A 30 CBS QG						B	4.7	22	343
GENERAL HOSPITAL	34	187	187	98	98	A	7.5	24	547	2 MTWTF 10.00A 30									
M-F 3.00P 60 ABC DD						B	7.8	23	569	TO SAY THE LEAST	104	169	168	87	86	A	3.6	14	262
GONG SHOW	59	175	176	88	88	A	4.9	19	357	M-F 12.00N 30 NBC QP						B	3.9	16	284
M-F 12.30P 30 NBC QG						B	5.2	19	379	TODAY SHOW-7.30AM	109	216	216	99	99	A	4.4	26	321
GOOD MORNING, AMERICA-730	110	176	175	96	96	A	3.1	20	226	M-F 7.30A 30 NBC N						B	4.3	28	313
M-F 7.30A 30 ABC N						B	3.1	21	226	TODAY SHOW-8.30AM	110	212	212	99	99	A	5.0	28	365
										M-F 8.30A 30 NBC N						B	4.7	29	343

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1978 REPORT

PROGRAM NAME										PROGRAM NAME									
WK # DAY START TIME DUR NET TYPE										WK # DAY START TIME DUR NET TYPE									
T/C THIS SEASON										T/C THIS SEASON									
NO. OF STATIONS										NO. OF STATIONS									
PROGRAM COVERAGE										PROGRAM COVERAGE									
HOUSEHOLD AUDIENCES										HOUSEHOLD AUDIENCES									
WK 1 WK 2 WK 1 WK 2										WK 1 WK 2 WK 1 WK 2									
K E Y										K E Y									
AVG. AUD. SHARE % (0,000)										AVG. AUD. SHARE % (0,000)									
WEEKDAY DAYTIME CONT'D																			
\$20,000 PYRAMID 35										DYNAMIC DUOS 5									
M-F 12.00N 30 ABC QG										1 SUN. 2.00P 30 NBC SE									
WHEEL OF FORTUNE 107										FACE THE NATION 22									
M-F 11.00A 30 NBC QG										SUN. 11.30A 30 CBS CC									
YOUNG AND THE RESTLESS 107										FAT ALBERT AND COSBY KIDS 6									
1 M-F 12.00N 30 CBS DD										SAT. 12.00N 30 CBS CA									
2 MTUWF 12.00N 30										FLORIDA CITRUS OPEN-SAT.(S) 162									
										2 SAT. 3.00P 90 NBC SE									
*WEEKEND DAYTIME										FLORIDA CITRUS OPEN-SUN.(S) 185									
ABC SPORTS MAGAZINE 7										2 SUN. 2.00P 120 NBC SE									
SUN. 4.15P 15 ABC SC										GHOST BUSTERS 23									
ABC WEEKEND SPECIALS 23										SUN. 9.00A 30 CBS CL									
1 SAT. 12.00N 30 ABC FV										GO GO GLOBETROTTERS I 5									
2 SAT. 12.00N 60										SAT. 8.30A 30 NBC CA									
ABC WIDE WORLD-SPORTS SAT 17										GO GO GLOBETROTTERS II 5									
1 SAT. 5.00P 90 ABC SA										SAT. 9.00A 30 NBC CA									
2 SAT. 4.30P 135										GO GO GLOBETROTTERS III 5									
ABC WIDE WORLD-SPORTS SUN 9										SAT. 9.30A 30 NBC CA									
SUN. 4.30P 90 ABC SA										GO GO GLOBETROTTERS IV 5									
ALL NEW SUPERFRIENDS I 24										SAT. 10.00A 30 NBC CA									
SAT. 8.00A 30 ABC CA																			

ALL NEW SUPERFRIENDS II 24										GREAT GRAPE APE 22									
SAT. 8.30A 30 ABC CA										SUN. 11.00A 30 ABC CA									
AMERICAN BANDSTAND '78 20										HONG KONG PHOOEY 5									
1 SAT. 12.30P 60 ABC PC										SAT. 8.00A 30 NBC CA									
2 SAT. 1.00P 30										IN THE NEWS- 8.26AM 21									
ANIMALS, ANIMALS, ANIMALS 22										SAT. 8.26A 3 CBS N									
SUN. 11.30A 30 ABC CL										IN THE NEWS- 8.56AM 15									
BAGGY PANTS & THE NITWITS 5										SAT. 8.56A 3 CBS N									
SAT. 11.00A 30 NBC CA										IN THE NEWS- 9.56AM 15									
BATMAN/TARZAN ADV I 15										SAT. 9.56A 3 CBS N									
SAT. 10.30A 30 CBS CA										IN THE NEWS-10.26AM 24									
BATMAN/TARZAN ADV II 15										SAT. 10.26A 3 CBS N									
SAT. 11.00A 30 CBS CA										IN THE NEWS-10.56AM 24									
BUGS BUNNY/ROAD RUNNER 1 15										SAT. 10.56A 3 CBS N									
SAT. 9.00A 30 CBS CA										IN THE NEWS-11.26AM 24									
BUGS BUNNY/ROAD RUNNER 2 15										SAT. 11.26A 3 CBS N									
SAT. 9.30A 30 CBS CA										IN THE NEWS-11.56AM 24									
BUGS BUNNY/ROAD RUNNER 3 15										SAT. 11.56A 3 CBS N									
SAT. 10.00A 30 CBS CA										IN THE NEWS-12.26PM 24									
CBS SAT. FILM FESTIVAL 17										SAT. 12.26P 3 CBS N									
2 SAT. 1.30P 30 CBS CL										IN THE NEWS-12.56PM 22									
CBS SPORTS SPECTACULAR 22										SAT. 12.56P 3 CBS N									
1 SAT. 5.00P 60 CBS SA										IN THE NEWS- 1.26PM 19									
2 SAT. 4.30P 90										SAT. 1.26P 3 CBS N									
CHALLENGE OF THE SEXES 8																			
SUN. 1.00P 45 CBS SE																			

PROGRAM AUDIENCE ESTIMATES (ALPHABETIC)

1ST MAR. 1978 REPORT

PROGRAM NAME													PROGRAM NAME												
WK # DAY START TIME DUR NET TYPE													WK # DAY START TIME DUR NET TYPE												
T/C THIS SEASON													T/C THIS SEASON												
NO. OF STATIONS													NO. OF STATIONS												
PROGRAM COVERAGE													PROGRAM COVERAGE												
HOUSEHOLD AUDIENCES													HOUSEHOLD AUDIENCES												
K E Y													K E Y												
AVG. AUD. SHARE % (0,000)													AVG. AUD. SHARE % (0,000)												
WEEKEND DAYTIME CONT'D																									
IN THE NEWS- 1.56PM													RAZZMATAZZ(S)												
SAT. 1.56P 3 CBS N													1 SAT. 1.30P 30 CBS DN												
IN THE NEWS- 9.26AM													SCHOOLHOUSE ROCK- 8.55AM												
SUN. 9.26A 3 CBS N													SAT. 8.55A 4 ABC CA												
IN THE NEWS- 9.56AM													SCHOOLHOUSE ROCK- 9.55AM												
SUN. 9.56A 3 CBS N													SAT. 9.55A 4 ABC CA												
INT'L AMATEUR BOXING													SCHOOLHOUSE ROCK-10.55AM												
SUN. 3.15P 60 ABC SE													SAT. 10.55A 4 ABC CA												
ISSUES AND ANSWERS													SCHOOLHOUSE ROCK-11.55AM												
SUN. 12.00N 30 ABC CC													SAT. 11.55A 4 ABC CA												
JABBERJAW													SCHOOLHOUSE ROCK-10.55AM												
SUN. 10.30A 30 ABC CA													SUN. 10.55A 4 ABC CA												
JACKIE GLEASON GOLF-SAT(S)													SCHOOLHOUSE ROCK-11.55AM												
1 SAT. 4.00P 60 CBS SE													SUN. 11.55A 4 ABC CA												
JACKIE GLEASON GOLF-SUN 1(S)													SCOOBY'S-LAFF-LYMPICS I												
1 SUN. 4.00P 30 CBS SE													SAT. 9.00A 30 ABC CA												
JACKIE GLEASON GOLF-SUN 2(S)													SCOOBY'S-LAFF-LYMPICS II												
1 SUN. 4.30P 100 CBS SE													SAT. 9.30A 30 ABC CA												
KROFFT SUPERSHOW '78 I													SCOOBY'S-LAFF-LYMPICS III												
23													SAT. 10.00A 30 ABC CA												

[illegible]

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. MON. FEB. 20, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					13,490 18.5					19,540 26.8							
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					10,420 14.3					14,870 20.4							
SHARE OF AUDIENCE %					21					30							
AVG. AUD. BY 1/4 HR. %					12.8					19.8							
CBS TV					16,840 23.1		18,740 25.7		22,670 31.1								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					15,160 20.8		16,840 23.1		15,600 21.4								
SHARE OF AUDIENCE %					31		33		32								
AVG. AUD. BY 1/4 HR. %					20.5		23.1		22.2								
NBC TV					22,960 31.5				22,450 30.8								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					19,460 26.7				17,350 23.8								
SHARE OF AUDIENCE %					39				35								
AVG. AUD. BY 1/4 HR. %					24.6				24.5								

ABC TV					11,960 16.4				20,560 28.2								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					10,350 14.2				13,490 18.5								
SHARE OF AUDIENCE %					22				31								
AVG. AUD. BY 1/4 HR. %					13.3				17.6								
CBS TV					14,000 19.2		14,580 20.0		23,910 32.8		20,780 28.5		17,640 24.2				
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					12,760 17.5		13,490 18.5		21,290 29.2		19,390 26.6		14,510 19.9				
SHARE OF AUDIENCE %					27		28		45		41		36				
AVG. AUD. BY 1/4 HR. %					17.4		17.5		28.8		26.7		21.2				
NBC TV					24,130 33.1				19,030 26.1								
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)					20,780 28.5		28.1*		10,210 14.0		15.1*		13.5*		14.0*		13.6*
SHARE OF AUDIENCE %					43		43 *		24		23 *		21 *		24 *		26 *
AVG. AUD. BY 1/4 HR. %					27.3		28.8		15.6		14.5		13.2		13.9		14.0

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

U.S. TV Households: 72,900,000

* HIGH-SPOT RATINGS (FOR IMMEDIATELY PRECEDING AND SUCCEEDING QUARTER HOURS).

(1) Repeat, see page 8.

(2) See Other Programs Section Page A-30

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. TUE. FEB. 21, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV					24,570 33.7		24,710 33.9		23,910 32.8		17,790 24.4		15,090 20.7				
AVERAGE AUDIENCE (Households (000) & %)					Happy Days		Laverne and Shirley		Three's Company		Soap	(OP)			Family		
SHARE OF AUDIENCE %					22,740 31.2		23,180 31.8		22,600 31.0		16,330 22.4		12,980 17.8		18.5*		17.1*
AVG. AUD. BY 1/4 HR. %					29.8	32.5	31.3	32.2	31.0	30.9	22.5	22.3	29	18.6	30 *	29 *	16.6
CBS TV					7,650 10.5		7,290 10.0		14,360 19.7								
AVERAGE AUDIENCE (Households (000) & %)					Celebrity Challenge of the Sexes		Shields and Yarnell	(OP)					CBS Tuesday Night Movies "A QUESTION OF GUILT" (9:00-11:00PM)				
SHARE OF AUDIENCE %					6,630 9.1		6,560 9.0		9,990 13.7		11.1*		13.1*		15.3*		15.4*
AVG. AUD. BY 1/4 HR. %					14	8.4	13	9.0	21	16 *			20 *		24 *		26 *
NBC TV					26,240 36.0				10.8	11.5	13.0	13.2	15.3	15.4	15.6	15.2	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

ABC TV					26,030 35.7		25,660 35.2		24,130 33.1		16,690 22.9		14,070 19.3				
AVERAGE AUDIENCE (Households (000) & %)					Happy Days		Laverne and Shirley		Three's Company		Soap	(OP)			Family		
SHARE OF AUDIENCE %					23,840 32.7		23,910 32.8		22,450 30.8		15,020 20.6		12,390 17.0		17.2*		16.8*
AVG. AUD. BY 1/4 HR. %					50	34.1	50	33.0	46	30.8	32	19.8	28	17.3	28 *	17.2	28 *
CBS TV					8,680 11.9		8,160 11.2		25,370 34.8								
AVERAGE AUDIENCE (Households (000) & %)					Celebrity Challenge of the Sexes		Shields and Yarnell	(OP)					CBS Tuesday Night Movies "MAGNUM FORCE" (9:00-11:25PM)(1)(R)				
SHARE OF AUDIENCE %					7,360 10.1		7,510 10.3		18,150 24.9		19.6*		24.7*		27.5*		27.2*
AVG. AUD. BY 1/4 HR. %					16	9.7	16	10.6	41	29 *			38 *		44 *		46 *
NBC TV					15,020 20.6				15,020 20.6								
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY 1/4 HR. %																	

TV HOUSEHOLDS USING TV	WK 1	58.0	60.1	61.3	63.8	65.4	67.4	68.2	69.0	69.6	70.1	67.6	66.3	63.2	61.9	61.1	58.2
(See Def. 1)	WK 2	60.7	61.4	61.1	62.9	64.1	65.6	65.5	66.1	66.6	66.8	64.5	64.5	62.2	62.3	60.2	58.8

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36.

EVE. TUE. FEB. 28, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. WED. FEB. 22, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					22,960 31.5					24,420 33.5				20,050 27.5			
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %					27.1	26.4*		27.7*	29.9	29.8*			30.1*	18,080 24.8	25.1*		24.5*
AVG. AUD. BY 1/4 HR. %					43	42 *		43 *	47	46 *			47 *	42	42 *		43 *
					25.9	27.0	27.3	28.1	29.3	30.3	30.7		29.4	24.9	25.3	25.0	24.0
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					14,870 20.4									16,180 22.2			
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %					8,160 11.2	10.1*		10.2*		11.7*			12.7*	12,900 17.7	18.4*		17.0*
AVG. AUD. BY 1/4 HR. %					18	16 *		16 *		18 *			20 *	30	31 *		30 *
					10.1	10.0	10.0	10.5	11.8	11.6	12.2		13.1	18.7	18.1	17.6	16.4
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					17,060 23.4					16,040 22.0				13,630 18.7			
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %					14,430 19.8	19.5*		20.2*	13,560 18.6	18.6*			18.6*	10,720 14.7	14.7*		14.6*
AVG. AUD. BY 1/4 HR. %					31	31 *		32 *	29	29 *			29 *	25	25 *		26 *
					19.2	19.8	20.2	20.1	18.7	18.6	18.4		18.7	14.6	14.9	14.5	14.8

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					18,810 25.8					21,720 29.8				19,320 26.5			
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %					15,890 21.8	21.1*		22.5*	18,230 25.0	25.0*			25.0*	16,400 22.5	22.9*		22.2*
AVG. AUD. BY 1/4 HR. %					33	33 *		34 *	39	39 *			39 *	38	38 *		38 *
					20.3	22.0	22.4	22.6	25.1	25.0	24.8		25.2	23.3	22.5	22.6	21.8
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					19,170 26.3					21,290 29.2							
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %					15,450 21.2	20.4*		21.9*	14,580 20.0	18.6*			19.4*		20.1*		20.3*
AVG. AUD. BY 1/4 HR. %					32	32 *		33 *	33	29 *			30 *		33 *		35 *
					19.8	21.0	21.9	21.9	18.4	18.8	19.4		19.3	19.8	20.3	20.2	20.5
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					14,870 20.4					13,270 18.2				10,720 14.7			
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %					12,540 17.2	16.7*		17.8*	10,940 15.0	15.1*			15.0*	8,750 12.0	11.8*		12.1*
AVG. AUD. BY 1/4 HR. %					26	26 *		27 *	23	23 *			23 *	20	19 *		21 *
					16.4	17.0	17.9	17.6	15.0	15.2	15.0		14.9	11.8	11.9	12.0	12.1
2																	
TV HOUSEHOLDS USING TV WK 1	57.4	59.6	60.0	61.9	62.0	63.3	63.3	64.4	64.2	63.9	64.3	64.0	60.2	59.7	58.3	55.7	
(See Def. 1) WK 2	57.4	59.8	60.5	61.5	63.0	65.5	66.9	66.8	64.6	65.2	64.8	64.5	61.5	60.4	59.4	58.0	

U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

(1) FOR REMAINING RATINGS, SEE OP PAGES.

EVE. WED. MAR. 1, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. THU. FEB. 23, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					13,710 18.8		14,360 19.7		16,400 22.5		14,510 19.9		11,590 15.9				
	ABC TV					Welcome Back, Kotter		Fish		Barney Miller		Carter Country (OP)				Barretta		
	AVERAGE AUDIENCE (Households (000) & %)					12,470 17.1		13,490 18.5		15,020 20.6		13,340 18.3		9,400 12.9		13.3*		12.5*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					27 16.1	18.0	29 18.1	19.0	32 20.6	20.5	29 18.7	17.8	22 13.7		22 *		22 *
1	TOTAL AUDIENCE (Households (000) & %)					16,770 23.0		18,370 25.2		29,090 39.9								
	CBS TV					What a Nightmare, Charlie Brown (8:00-8:30PM)		A Connecticut Rabbit in King Arthur's Court (8:30-9:00PM)	(OP)					Grammy Awards (9:00-11:16PM)(1)				
	AVERAGE AUDIENCE (Households (000) & %)					15,600 21.4		16,620 22.8		19,390 26.6		25.2*		27.6*		28.5*		26.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					34 21.3	21.5	35 22.3	23.3	44 24.6	25.9	39 *	27.6	43 *	29.0	47 *		48 *
1	TOTAL AUDIENCE (Households (000) & %)					16,770 23.0				15,750 21.6								
	NBC TV								Chips	(OP)				What Really Happened to the Class of '65				
	AVERAGE AUDIENCE (Households (000) & %)					13,050 17.9				10,500 14.4		14.2*		13.8*		15.3*		14.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 17.1	17.3*	28 *	18.5	23 14.5	13.8	22 *	13.5	22 *	15.1	25 *	14.8	25 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,690 22.9		16,910 23.2		19,540 26.8		16,480 22.6		13,920 19.1				
	ABC TV					Welcome Back, Kotter (R)		Fish		Barney Miller		Carter Country (OP)		Ben Vereen-His Roots (10:00-11:00PM)				
	AVERAGE AUDIENCE (Households (000) & %)					15,020 20.6		15,750 21.6		17,570 24.1		15,240 20.9		10,420 14.3		15.7*		12.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					32 20.1	21.1	33 20.9	22.3	37 24.2	24.0	32 21.3	20.6	24 16.3	26 *	26 *	13.6	22 *
2	TOTAL AUDIENCE (Households (000) & %)					14,290 19.6				19,970 27.4				19,900 27.3				
	CBS TV							The Waltons (R)	(OP)			Hawaii Five-0				Barnaby Jones		
	AVERAGE AUDIENCE (Households (000) & %)					11,230 15.4		15.3*		16,260 22.3		21.2*		23.3*		23.4*		22.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					24 15.4	15.1	24 *	15.4	34 20.5	21.9	32 *	23.2	36 *	23.3	38 *	23.2	40 *
2	TOTAL AUDIENCE (Households (000) & %)					16,480 22.6				13,120 18.0				13,920 19.1				
	NBC TV								Chips	(OP)		James at 16				What Really Happened to the Class of '65		
	AVERAGE AUDIENCE (Households (000) & %)					13,850 19.0		18.5*		10,280 14.1		13.6*		14.7*		15.6		15.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 17.9	19.2	29 *	20.1	30 *	13.7	21 *	14.4	23 *	26	25 *	15.4	27 *
TV HOUSEHOLDS USING TV WK 1		55.3	57.5	59.1	61.1	62.1	62.8	64.0	64.8	64.4	64.6	64.0	64.2	62.1	60.2	57.5	54.7	
(See Def. 1) WK 2		58.0	59.1	60.9	63.0	63.6	64.5	65.3	65.3	65.0	65.6	64.9	64.3	61.2	60.5	58.7	56.7	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. FRI. FEB. 24, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
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TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

K

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

1

TOTAL AUDIENCE
(Households (000) & %)**ABC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

W

TOTAL AUDIENCE
(Households (000) & %)**CBS TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

K

TOTAL AUDIENCE
(Households (000) & %)**NBC TV**AVERAGE AUDIENCE
(Households (000) & %)SHARE OF AUDIENCE %
AVG. AUD. BY 1/4 HR. %

2

TV HOUSEHOLDS USING TV WK 1
(See Def. 1)

WK 2

51.8	53.3	53.7	55.8	56.7	57.2	58.0	59.0	59.7	58.8	58.3	58.0	58.2	58.2	57.7	55.2
56.7	58.0	58.8	59.9	59.4	61.0	62.8	62.8	60.7	61.4	61.8	61.4	60.1	58.9	58.7	57.6

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SAT. FEB. 25, 1978

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					11,660 16.0		11,810 16.2		18,230 25.0				19,460 26.7				
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,500 14.4		10,860 14.9		15,310 21.0		19,5*		17,060 23.4		22.9*		23.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 14.0		26 14.3		37 18.8		34 *		40 *		43 *		46 *
2	TOTAL AUDIENCE (Households (000) & %)					19,830 27.2						8,970 12.3		8,750 12.0				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					14,800 20.3		20.5*		22.0*		18.3*		7,950 10.9		6,780 9.3		9.0*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					36 20.2		37 *		39 *		32 *		20		18		17 *
1	TOTAL AUDIENCE (Households (000) & %)					12,760 17.5				17,280 23.7								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					10,060 13.8		13.4*		12,250 16.8		15.0*		17.3*		17.6*		17.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					25 13.1		24 *		31 14.4		26 *		31 *		33 *		33 *

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					10,720 14.7		12,470 17.1		23,550 32.3								
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					9,480 13.0		11,660 16.0		16,770 23.0		21.8*		24.0*		23.3*		22.9*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 12.2		28 13.9		40 21.0		37 *		40 *		41 *		42 *
2	TOTAL AUDIENCE (Households (000) & %)					13,630 18.7		11,300 15.5		11,590 15.9		8,820 12.1		10,720 14.7				
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)					12,030 16.5		10,210 14.0		10,350 14.2		8,020 11.0		8,890 12.2		12.2*		12.2*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 16.4		24 14.3		24 14.2		18 11.2		22 11.8		21 *		22 *
2	TOTAL AUDIENCE (Households (000) & %)					15,450 21.2				15,380 21.1								
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)					11,880 16.3		15.3*		17.3*		14.7*		15.6*		14.9*		14.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 14.8		27 *		30 *		25 *		26 *		26 *		27 *
TV HOUSEHOLDS USING TV WK 1		52.0	53.6	53.7	55.1	55.1	55.9	55.9	56.4	57.6	57.8	57.8	56.1	55.2	53.1	52.8	52.7	51.7
(See Def. 1) WK 2		50.2	53.1	54.0	54.7	55.9	57.6	57.3	58.4	58.4	60.0	59.5	59.8	58.0	56.2	55.3	53.8	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

EVE. SUN. FEB. 26, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
TOTAL AUDIENCE (Households (000) & %)	14,430 19.8				21,580 29.6				27,050 37.1								
ABC TV	<div>Hardy Boys/Nancy Drew Mysteries</div> <div>How the West Was Won</div> <div>ABC Sunday Night Movie "LIVE AND LET DIE" (9:00-11:26PM)(K)</div>																
AVERAGE AUDIENCE (Households (000) & %)	11,810 16.2	14.8*			18,300 25.1				18,740 25.7	23.9*			26.7*		26.8*		26.6*
SHARE OF AUDIENCE %	76	25 *			28 *				38 *	43	36 *		40 *		44 *		47 *
AVG. AUD. BY ¼ HR. %	13.7	15.9	17.1	18.1	23.8	25.0	26.2	25.3	23.9	23.9	26.1	27.3	27.0	26.7	26.7	26.5	
TOTAL AUDIENCE (Households (000) & %)	20,560 28.2				14,510 19.9		12,980 17.8		19,830 27.2		19,320 26.5		15,670 21.5				
CBS TV	<div>60 Minutes</div> <div>Rhoda</div> <div>On Our Own (OP)</div> <div>All In The Family</div> <div>Alice</div> <div>Carol Burnett Show</div>																
AVERAGE AUDIENCE (Households (000) & %)	16,910 23.2	22.4*			13,050 17.9		12,390 17.0		18,230 25.0		18,150 24.9		12,610 17.3		18.4*		16.2*
SHARE OF AUDIENCE %	38	38 *			27		25		37		38		29		30 *		29 *
AVG. AUD. BY ¼ HR. %	21.7	23.1	23.7	24.2	17.9	17.9	16.3	17.6	23.9	26.1	25.0	24.7	18.9	17.9	16.6	15.8	
TOTAL AUDIENCE (Households (000) & %)	16,180 22.2				18,880 25.9				17,060 23.4								
NBC TV	<div>Wonderful World of Disney "THE UGLY DACHSHUND" Pt. II (K)</div> <div>Project U.F.O.</div> <div>Big Event "LOOSE CHANGE" Pt. I (9:00-11:00PM)</div>																
AVERAGE AUDIENCE (Households (000) & %)	13,190 18.1	17.5*			15,670 21.5				10,640 14.6								
SHARE OF AUDIENCE %	30	29 *			32				23								
AVG. AUD. BY ¼ HR. %	16.4	18.5	18.6	19.0	20.5	21.0	22.3	22.3	16.9	16.3	15.4	14.3	14.3	13.7	13.3	12.9	

TOTAL AUDIENCE (Households (000) & %)	14,510 19.9				21,720 29.8				24,710 33.9								
ABC TV	<div>Hardy Boys/Nancy Drew Mysteries "HARDY BOYS" (K)</div> <div>How the West Was Won</div> <div>ABC Sunday Night Movie "THE WAY WE WERE" (9:00-11:22PM)(K)</div>																
AVERAGE AUDIENCE (Households (000) & %)	11,150 15.3	14.4*			17,640 24.2				15,750 21.6	21.2*			22.5*		21.9*		21.7*
SHARE OF AUDIENCE %	25	24 *			36				35	31 *			33 *		35 *		37 *
AVG. AUD. BY ¼ HR. %	13.8	15.0	15.4	17.0	22.7	24.5	25.4	24.2	20.8	21.5	22.6	22.4	21.9	22.0	22.2	21.3	
TOTAL AUDIENCE (Households (000) & %)	22,740 31.2				14,070 19.3		13,560 18.6		18,950 26.0		18,810 25.8		18,080 24.8				
CBS TV	<div>60 Minutes</div> <div>Rhoda</div> <div>On Our Own (OP)</div> <div>All In The Family</div> <div>Alice</div> <div>Carol Burnett Show</div>																
AVERAGE AUDIENCE (Households (000) & %)	18,440 25.3	25.4*			12,250 16.8		12,100 16.6		17,200 23.6		17,420 23.9		14,140 19.4		19.3*		19.4*
SHARE OF AUDIENCE %	41	43 *			25		24		34		35		32		31 *		33 *
AVG. AUD. BY ¼ HR. %	25.3	25.5	25.4	25.0	16.8	16.8	16.1	17.2	22.8	24.3	23.6	24.3	19.5	19.2	19.1	19.7	
TOTAL AUDIENCE (Households (000) & %)	15,600 21.4				24,490 33.6				19,320 26.5								
NBC TV	<div>Wonderful World of Disney "RACE FOR SURVIVAL"</div> <div>Big Event "TV: THE FABULOUS 50'S" (8:00-9:30PM)</div> <div>Big Event II "NATIONAL LOVE, SEX AND MARRIAGE TEST" (9:30-11:00PM)</div>																
AVERAGE AUDIENCE (Households (000) & %)	12,100 16.6	14.8*			16,840 23.1				13,340 18.3								
SHARE OF AUDIENCE %	27	25 *			34				31 *				28 *		31 *		29 *
AVG. AUD. BY ¼ HR. %	13.6	16.0	17.5	19.2	22.7	23.2	24.7	24.4	22.8	20.6	19.4	18.3	19.8	18.6	17.4	16.2	
TV HOUSEHOLDS USING TV	57.6	61.1	62.4	63.6	64.5	66.0	66.7	67.4	66.6	67.0	66.5	66.0	62.3	59.7	57.6	55.8	
(See Def. 1)	57.8	60.6	61.8	63.8	65.3	67.3	68.0	68.1	69.0	69.7	68.1	67.2	63.6	61.9	59.6	58.2	

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(K) Repeat, see page 6.

(OP) See Other Programs Section, Page A-30

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45
ABC TV			3,720 5.1																
TOTAL AUDIENCE (Households (000) & %)																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
CBS TV			4,590 6.3							6,710 9.2									
TOTAL AUDIENCE (Households (000) & %)																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
NBC TV			4,520 6.2							10,280 14.1							2,620 3.6		
TOTAL AUDIENCE (Households (000) & %)																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
ABC TV			4,880 6.7																
TOTAL AUDIENCE (Households (000) & %)																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
CBS TV			6,490 8.9							7,440 10.2									
TOTAL AUDIENCE (Households (000) & %)																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
NBC TV			4,810 6.6							9,840 13.5							2,840 3.9		
TOTAL AUDIENCE (Households (000) & %)																			
AVERAGE AUDIENCE (Households (000) & %)																			
SHARE OF AUDIENCE %																			
AVG. AUD. BY ¼ HR. %																			
TV HOUSEHOLDS USING TV WK		50.8	43.1	31.1	26.5	23.2	20.4	17.2	31.9	28.2	25.1	22.5	19.5	17.2	14.9	13.0	11.3		
(See Def. 1) WK		52.5	42.8	33.2	28.1	24.5	21.3	18.2	33.9	29.9	26.3	23.6	20.5	18.1	15.3	13.3	11.4		

A-17

U.S. TV Households: 72,900,000

* Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-36.

(1) "ABC SUNDAY NIGHT MOVIE", ABC, (9:00-11:26PM), FOR REMAINING RATINGS, SEE OP PAGES.

(2) FOR INDIVIDUAL DAYS, TIME, AND DURATION, SEE PAE (ALPHA).

(3) "ABC SUNDAY NIGHT MOVIE", ABC, (9:00-11:22PM), FOR REMAINING RATINGS, SEE OP PAGES.

SUN. 11:00 P.M.—12:45 A.M.

MON.-FRI. 11:30 P.M.—1:45 A.M.

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 20-24, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
ABC TV			2,770 3.8				3,790 5.2										
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
CBS TV		2,700 3.7			4,450 6.1								4,300 5.9		5,180 7.1		
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
NBC TV			4,010 5.5				4,370 6.0						4,590 6.3		5,100 7.0		
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	

ABC TV			2,840 3.9				3,940 5.4										
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
CBS TV		2,840 3.9			4,450 6.1								4,080 5.6		5,320 7.3		
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
NBC TV			4,010 5.5				4,590 6.3						4,370 6.0		5,030 6.9		
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
TV HOUSEHOLDS USING TV	WK 1	WK 2	7.2	9.5	11.8	13.5	15.2	16.7	17.3	18.1	18.9	20.4	21.3	21.8	21.8	22.4	22.2
(See Def. 1)			7.3	10.3	12.4	13.8	15.2	16.6	17.2	17.7	18.5	19.3	19.5	19.9	19.9	20.8	21.2

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(UP) See Other Programs Section: Page A-38

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 20-24, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	6,850 9.4		8,530 11.7		5,320 7.3		6,630 9.1		8,460 11.6					7,070 9.7			
AVERAGE AUDIENCE (Households (000) & %)		Happy Days	Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children (1)					One Life to Live			
SHARE OF AUDIENCE %	6.120 8.4		7.440 10.2		4.590 6.3		5.760 7.9		6.560 9.0		9.2*		8.9*	5.540 7.6	7.2*		7.9*
AVG. AUD. BY 1/4 HR. %	34 8.0		41 10.1		24 6.2		30 7.8		32 9.0		34* 9.4		32* 8.6	26 7.1	25* 7.4		28* 7.9
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	5,390 7.4		5,470 7.5		7,220 9.9		6,490 8.9				8,530 11.7					7,800 10.7	
AVERAGE AUDIENCE (Households (000) & %)		Price is Right 2 MTWTF (5)(OP)	Love Of Life (OP)		Young & the Restless		Search for Tomorrow				As The World Turns					Guiding Light	
SHARE OF AUDIENCE %	4.740 6.5		4.810 6.6		6.490 8.9		5.830 8.0				6.630 9.1		8.8*		9.3*	5.760 7.9	8.2*
AVG. AUD. BY 1/4 HR. %	27 6.3		27 6.3		33 8.7		30 8.1		32 9.0		32* 8.7		31* 8.9		32* 9.3	27 8.3	29* 8.2
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,100 7.0		3,860 5.3		3,130 4.3		4,230 5.8		3,570 4.9		6,270 8.6					5,390 7.4	
AVERAGE AUDIENCE (Households (000) & %)		Wheel of Fortune	Knockout (2)		To Say The Least		Gong Show (2)		For Richer, For Poorer		Days Of Our Lives					The Doctors (2)	
SHARE OF AUDIENCE %	4.450 6.1		3.430 4.7		2.700 3.7		3.570 4.9		2,990 4.1		4,880 6.7		6.4*		7.0*	4,960 6.8	
AVG. AUD. BY 1/4 HR. %	25 6.1		19 4.9		14 3.5		18 4.7		15 5.1		24 4.1		23* 4.2		24* 6.1	24 7.0	24 6.6

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,690 7.8		7,950 10.9		5,100 7.0		6,560 9.0		8,460 11.6				7,360 10.1				
AVERAGE AUDIENCE (Households (000) & %)		Happy Days	Family Feud		\$20,000 Pyramid		Ryan's Hope		All My Children (1)				One Life to Live				
SHARE OF AUDIENCE %	4,960 6.8		6,850 9.4		4,230 5.8		5,760 7.9		6,490 8.9		9.0*		8.8*	5,610 7.7	7.5*		7.8*
AVG. AUD. BY 1/4 HR. %	30 6.5		38 8.9		22 5.6		30 7.8		32 8.9		33* 9.0		31* 8.6	27 7.5	26* 7.5		27* 7.9
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)	5,470 7.5		5,540 7.6		6,930 9.5		6,120 8.4				7,870 10.8					7,440 10.2	
AVERAGE AUDIENCE (Households (000) & %)		Price is Right 2	Love Of Life (OP)		Young & the Restless MTWTF (3)		Search for Tomorrow MTWTF (3)(S)(OP)				As The World Turns					Guiding Light	
SHARE OF AUDIENCE %	4,590 6.3		4,740 6.5		6,200 8.5		5,690 7.8				6,200 8.5		8.2*		8.9*	5,540 7.6	8.0*
AVG. AUD. BY 1/4 HR. %	28 6.1		27 6.4		32 8.4		30 7.8		32 7.7		30 8.0		29* 8.2		26* 9.0	26 8.9	28* 8.1
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	5,100 7.0		4,590 6.3		3,130 4.3		4,230 5.8		3,430 4.7		7,000 9.6					5,470 7.5	
AVERAGE AUDIENCE (Households (000) & %)		Wheel of Fortune	Knockout (2)		To Say The Least		Gong Show (2)		For Richer, For Poorer		Days Of Our Lives					The Doctors (2)	
SHARE OF AUDIENCE %	4,590 6.3		3,860 5.3		2,620 3.6		3,650 5.0		2,990 4.1		5,390 7.4		7.1*		7.7*	4,880 6.7	
AVG. AUD. BY 1/4 HR. %	28 6.2		22 5.4		14 3.6		19 4.6		16 4.2		26 6.8		25* 7.4		26* 7.6	24 6.6	24 6.8
2																	
TV HOUSEHOLDS USING TV WK 1	23.7	24.6	24.7	25.4	26.7	27.4	26.7	27.3	27.4	27.9	28.0	28.2	28.3	28.8	28.8	29.4	
(See Def. 1) WK 2	22.5	23.5	24.2	25.2	26.0	26.9	26.4	27.0	27.6	27.8	28.0	28.5	29.0	29.3	28.6	29.0	

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 20-24, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	6,910 9.5					4,300 5.9										8,600 11.8	
AVERAGE AUDIENCE (Households (000) & %)	5,320 7.3					3,860 5.3										7,440 10.2	
SHARE OF AUDIENCE %	23		7.3*		7.4*	23										19	
AVG. AUD. BY 1/4 HR. %	7.2		7.3		7.4	5.3		5.3								9.8	10.5
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			7,220 9.9			5,100 7.0										12,540 17.2	
AVERAGE AUDIENCE (Households (000) & %)			6,120 8.4			4,300 5.9										11,010 15.1	
SHARE OF AUDIENCE %			26*		26	17										29	
AVG. AUD. BY 1/4 HR. %			7.6		7.8	5.7		6.2								14.9	15.3
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,530 11.7															11,880 16.3	
AVERAGE AUDIENCE (Households (000) & %)	6,710 9.2															10,420 14.3	
SHARE OF AUDIENCE %	29		8.7*		9.8*	30*										27	
AVG. AUD. BY 1/4 HR. %	8.2		9.1		10.0	9.6										14.2	14.5

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	7,140 9.8					4,160 5.7										8,460 11.6	
AVERAGE AUDIENCE (Households (000) & %)	5,610 7.7					3,720 5.1										7,290 10.0	
SHARE OF AUDIENCE %	24		7.7*		7.7*	23*										18	
AVG. AUD. BY 1/4 HR. %	7.7		7.8		7.8	5.1		5.1								9.6	10.3
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			7,360 10.1			4,960 6.8										13,050 17.9	
AVERAGE AUDIENCE (Households (000) & %)			6,270 8.6			4,300 5.9										11,520 15.8	
SHARE OF AUDIENCE %			24*		26	17										29	
AVG. AUD. BY 1/4 HR. %			7.4		7.9	5.7		6.2								15.5	16.1
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	8,160 11.2															12,100 16.6	
AVERAGE AUDIENCE (Households (000) & %)	6,490 8.9															10,860 14.9	
SHARE OF AUDIENCE %	28		8.4*		9.4*	29*										27	
AVG. AUD. BY 1/4 HR. %	7.9		8.8		9.5	9.2										14.8	15.1
2																	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	29.7	31.1	32.4	33.9	33.2	34.6	34.8	36.9	38.5	40.5	42.7	45.6	49.1	51.2	52.0	53.9	
WK 2	29.7	31.3	33.0	34.5	33.7	35.3	36.8	38.5		40.3	42.8	44.5	50.4	52.4	54.0	56.3	

U.S. TV Households: 72,900,000

*Half-hour ratings for immediately preceding and subject quarter-hours.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 25, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					3,650 5.0		5,690 7.8		6,490 8.9		7,070 9.7		7,360 10.1		8,310 11.4		
AVERAGE AUDIENCE (Households (000) & %)					All New Super-Friends I		All New Super-Friends II	(OP)	Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II	(OP)	Scooby's All-Star Laff-A-Lympics III		Scooby's All-Star Laff-A-Lympics IV	(OP)	
SHARE OF AUDIENCE %					3.130 4.3		4,880 6.7		5,320 7.3		6,050 8.3		6,420 8.8		7,070 9.7		
AVG. AUD. BY ¼ HR. %					3.7	4.8	6.6	6.8	6.9	7.7	8.2	8.3	8.7	8.9	10.3	9.1	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					2,700 3.7		4,370 6.0		6,490 8.9		7,070 9.7		8,310 11.4		7,220 9.9		
AVERAGE AUDIENCE (Households (000) & %)					Three Robonic Stooges	(OP)	Speed Buggy	(OP)	Bugs Bunny/Road Runner I		Bugs Bunny/Road Runner 2	(OP)	Bugs Bunny/Road Runner 3	(OP)	Batman/Tarzan Adventure I	(OP)	
SHARE OF AUDIENCE %					2,190 3.0		3,430 4.7		5,100 7.0		5,900 8.1		7,000 9.6		6,200 8.5		
AVG. AUD. BY ¼ HR. %					2.8	3.1	4.1	5.2	6.7	7.4	7.9	8.3	9.2	10.0	8.4	8.5	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					3,210 4.4		4,080 5.6		4,960 6.8		5,180 7.1		5,100 7.0		5,180 7.1		
AVERAGE AUDIENCE (Households (000) & %)					I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV		Think Pink Panther
SHARE OF AUDIENCE %					2,330 3.2		2,990 4.1		3,940 5.4		4,080 5.6		3,940 5.4		4,080 5.6		
AVG. AUD. BY ¼ HR. %					2.6	3.9	3.6	4.5	5.2	5.6	5.8	5.5	5.1	5.6	5.3	5.8	

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)					4,960 6.8		6,340 8.7		6,120 8.4		7,000 9.6		6,490 8.9		8,750 12.0		
AVERAGE AUDIENCE (Households (000) & %)					All New Super-Friends I		All New Super-Friends II	(OP)	Scooby's All-Star Laff-A-Lympics I		Scooby's All-Star Laff-A-Lympics II	(OP)	Scooby's All-Star Laff-A-Lympics III		Scooby's All-Star Laff-A-Lympics IV	(OP)	
SHARE OF AUDIENCE %					3,940 5.4		5,470 7.5		5,100 7.0		5,540 7.6		5,900 8.1		6,780 9.3		
AVG. AUD. BY ¼ HR. %					4.7	6.1	7.6	7.4	6.6	7.3	8.1	7.2	7.7	8.5	10.4	8.1	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					3,130 4.3		4,300 5.9		6,120 8.4		8,020 11.0		9,770 13.4		8,680 11.9		
AVERAGE AUDIENCE (Households (000) & %)					Three Robonic Stooges	(OP)	Speed Buggy	(OP)	Bugs Bunny/Road Runner I		Bugs Bunny/Road Runner 2	(OP)	Bugs Bunny/Road Runner 3	(OP)	Batman/Tarzan Adventure I	(OP)	
SHARE OF AUDIENCE %					2,550 3.5		3,430 4.7		5,250 7.2		6,850 9.4		8,160 11.2		7,220 9.9		
AVG. AUD. BY ¼ HR. %					3.3	3.6	4.1	5.3	6.5	7.9	9.0	9.8	11.2	11.3	9.4	10.3	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					2,840 3.9		3,650 5.0		4,880 6.7		5,390 7.4		5,320 7.3		5,470 7.5		
AVERAGE AUDIENCE (Households (000) & %)					I am the Greatest (SUS.)		Hong Kong Phooey		Go Go Globetrotters I		Go Go Globetrotters II		Go Go Globetrotters III		Go Go Globetrotters IV		Think Pink Panther
SHARE OF AUDIENCE %					2,110 2.9		2,920 4.0		3,860 5.3		4,300 5.9		4,300 5.9		4,370 6.0		
AVG. AUD. BY ¼ HR. %					19		21		24		23		21		21		
					2.5	3.4	3.6	4.5	5.5	5.1	5.5	6.2	6.0	5.9	5.4	6.5	
2																	
TV HOUSEHOLDS USING TV WK 1					4.7	6.0	8.1	10.3	13.3	15.5	17.5	20.0	22.1	24.0	25.0	25.5	25.9
(See Def. 1) WK 2					5.3	7.2	9.3	11.6	14.3	17.1	19.2	21.8	23.2	24.5	26.6	27.2	27.2

U. S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 25, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
TOTAL AUDIENCE (Households (000) & %)	7,140 9.8		6,420 8.8		5,470 7.5		6,200 8.5									6,630 9.1	
ABC TV	Krofft Supershow 78-I		Krofft Supershow 78-II		ABC Weekend Specials "THE WINGED COLT" P. II (R)		American Bandstand '78									World Series of Auto Racing	
AVERAGE AUDIENCE (Households (000) & %)	6,120 8.4		5,470 7.5		4,520 6.2		4,010 5.5									4,160 5.7	5.0*
SHARE OF AUDIENCE %	32		30		25		23		5.5*			5.6*				21	19*
AVG. AUD. BY ¼ HR. %	8.3	8.4	8.1	7.0	6.1	6.3	5.5	5.5	5.8	5.4						4.8	5.1
TOTAL AUDIENCE (Households (000) & %)	7,580 10.4		6,200 8.5		6,710 9.2		6,710 9.2		5,180 7.1		4,300 5.9						
CBS TV	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		Rockin' Dora (1:30-2:00PM) (OP)						
AVERAGE AUDIENCE (Households (000) & %)	6,420 8.8		5,250 7.2		5,690 7.8		5,470 7.5		4,160 5.7		3,720 5.1						
SHARE OF AUDIENCE %	34		30		32		30		5.7		20						
AVG. AUD. BY ¼ HR. %	9.1	8.5	6.9	7.4	7.8	7.8	7.5	7.4	5.7	5.6	5.2	4.9					
TOTAL AUDIENCE (Households (000) & %)	4,520 6.2		4,960 6.8		3,790 5.2		3,280 4.5							8,090 11.1			
NBC TV	Baggy Pants & the Nitwits		Space Sentinels (I)		Land of the Lost		Thunder (I)									NCAA Basketball Game "VARIOUS TEAMS & TIMES" (2:00-4:30PM)	
AVERAGE AUDIENCE (Households (000) & %)	3,790 5.2		3,790 5.2		3,430 4.7		2,920 4.0							3,650 5.0			
SHARE OF AUDIENCE %	20		21		19		16							18			
AVG. AUD. BY ¼ HR. %	4.7	5.7	5.0	5.4	4.7	4.6	3.7	4.3						5.1	5.4	5.6	4.9

TOTAL AUDIENCE (Households (000) & %)	7,000 9.6		7,650 10.5		7,510 10.3				4,590 6.3								
ABC TV	Krofft Supershow 78-I		Krofft Supershow 78-II		ABC Weekend Specials "THE INCREDIBLE, INDELIBLE, MAGICAL, PHYSICAL MYSTERY TRIP" (R)		American Bandstand '78										
AVERAGE AUDIENCE (Households (000) & %)	5,760 7.9		6,340 8.7		4,670 6.4	6.2*		3,570 4.9									
SHARE OF AUDIENCE %	27		29		23	22*	6.5*	17									
AVG. AUD. BY ¼ HR. %	7.7	8.1	9.0	8.5	6.4	6.1	6.7	6.3	4.9	4.8							
TOTAL AUDIENCE (Households (000) & %)	9,620 13.2		7,950 10.9		6,930 9.5		7,800 10.7		7,800 10.7		5,250 7.2						
CBS TV	Batman/Tarzan Adventure II (OP)		Secrets of Isis (OP)		Fat Albert and the Cosby Kids (OP)		Space Academy (OP)		What's New, Mister Magoo? (OP)		CBS Saturday Film Festival "SOAP BOX DERBY" (OP)						
AVERAGE AUDIENCE (Households (000) & %)	8,310 11.4		6,420 8.8		5,610 7.7		6,420 8.8		6,630 9.1		4,520 6.2						
SHARE OF AUDIENCE %	39		31		28		31		9.1		22						
AVG. AUD. BY ¼ HR. %	11.5	11.3	9.0	8.5	7.4	8.1	8.5	9.0	9.0	9.2	6.5	5.9					
TOTAL AUDIENCE (Households (000) & %)	4,080 5.6		4,160 5.7		4,670 6.4		3,210 4.4		10,350 14.2								
NBC TV	Baggy Pants & the Nitwits		Space Sentinels (I)		Land of the Lost		Thunder (I)										
AVERAGE AUDIENCE (Households (000) & %)	3,210 4.4		3,430 4.7		4,010 5.5		2,620 3.6		5,100 7.0								
SHARE OF AUDIENCE %	15		16		20		13		25								
AVG. AUD. BY ¼ HR. %	4.2	4.5	4.6	4.7	5.6	5.5	3.3	3.9	5.4	5.5	6.5	7.0	7.6	7.7	8.1	8.2	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	25.6	25.6	24.5	24.3	23.8	24.3	24.4	24.8	25.2	24.9	24.7	25.5	24.8	25.6	26.0	26.3	
WK 2	28.9	29.3	29.2	28.2	27.4	27.9	28.2	28.5	29.0	29.9	27.9	27.4	27.6	27.9	28.2	28.6	

U. S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-30

* VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

DAY SAT. MAR. 4, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SAT. FEB. 25, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)			10,210 14.0						18,080 24.8							6,630 9.1	
AVERAGE AUDIENCE (Households (000) & %)			6,710 9.2						10,940 15.0							5,540 7.6	
SHARE OF AUDIENCE %			6.5*						30*							17.0*	
AVG. AUD. BY ¼ HR. %			6.4						10.8							17.2	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					5,830 8.0				7,800 10.7							10,130 13.9	
AVERAGE AUDIENCE (Households (000) & %)					3,500 4.8				4,880 6.7							8,460 11.6	
SHARE OF AUDIENCE %					15				13*							23	
AVG. AUD. BY ¼ HR. %					5.7				5.3							11.1	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					7,650 10.5											6,420 8.8	
AVERAGE AUDIENCE (Households (000) & %)					3,570 4.9				5,440 7.5							5,470 7.5	
SHARE OF AUDIENCE %					16*				15*							15	
AVG. AUD. BY ¼ HR. %					4.6				5.4							7.3	

ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	9,990 13.7								12,470 17.1							3,060 4.2	
AVERAGE AUDIENCE (Households (000) & %)	6,200 8.5								5,760 7.9							3,060 4.2	
SHARE OF AUDIENCE %	27								20*							9	
AVG. AUD. BY ¼ HR. %	7.6								7.7							4.2	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)									12,470 17.1							12,250 16.8	
AVERAGE AUDIENCE (Households (000) & %)									7,000 9.6							9,910 13.6	
SHARE OF AUDIENCE %									25							30	
AVG. AUD. BY ¼ HR. %									7.6							13.3	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)	6,270 8.6								10,130 13.9							5,390 7.4	
AVERAGE AUDIENCE (Households (000) & %)	3,570 4.9								4,590 6.3							4,300 5.9	
SHARE OF AUDIENCE %	16								15*							16*	
AVG. AUD. BY ¼ HR. %	5.5								6.2							5.6	
TV HOUSEHOLDS USING TV WK 1 (See Def. 1)	27.1	28.7	29.6	32.2	32.3	33.0	34.2	36.1	37.8	39.3	40.5	42.0	45.3	48.4	49.8	51.2	
WK 2	29.7	30.2	31.1	31.7	32.1	34.4	36.5	38.2	39.7	40.7	39.6	40.8	41.7	43.2	45.2	47.0	

U.S. TV Households: 72,900,000

*Half-hour ratings for immediately preceding and succeeding quarter hours.

(K) Repeat, see page 8.

(OF) See Other Programs Section, Page A-30

*VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.
(1) "ABC SATURDAY EVENING NEWS", ABC, (6:45-7:00PM).

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. FEB. 26, 1978

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE %																	
AVG. AUD. BY ¼ HR. %																	
2																	
TV HOUSEHOLDS USING TV WK 1	3.0	3.8	4.8	6.7	8.8	10.3	11.8	14.2	15.8	17.0	18.1	19.4	20.3	20.9	20.8	20.2	
(See Def. 1) WK 2	3.6	4.4	5.4	7.0	8.4	10.4	12.3	13.8	15.7	17.6	17.8	18.6	19.8	21.0	20.3	21.2	

U.S. TV Households: 72,900,000

*Half-hour ratings (for immediately preceding and subject quarter-hours).

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. FEB. 26, 1978

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00
W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	3,650 5.0		3,210 4.4		2,330 3.2								11,370 15.6				
AVERAGE AUDIENCE (Households (000) & %)	3,210 4.4		2,550 3.5		1,820 2.5								6,630 9.1		8.0*		9.2*
SHARE OF AUDIENCE %	21		16		11								29		27 *		29 *
AVG. AUD. BY ¼ HR. %	4.1		4.7		3.6		2.4						7.3		8.7		9.4
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			3,350 4.6						5,900 8.1				11,370 15.6				
AVERAGE AUDIENCE (Households (000) & %)			2,480 3.4						4,010 5.5				5,030 6.9				
SHARE OF AUDIENCE %			15						21		5.2*		20				19 *
AVG. AUD. BY ¼ HR. %			3.2		3.7				5.1		5.3		6.2		6.6	6.2	6.1
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)							2,920 4.0						2,260 3.1		5,690 7.8		
AVERAGE AUDIENCE (Households (000) & %)							2,330 3.2						2,040 2.8		2,990 4.1		3.9*
SHARE OF AUDIENCE %							15						9		12		12 *
AVG. AUD. BY ¼ HR. %							3.1		3.2				2.7		3.0		4.0

W																	
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)	3,650 5.0		3,130 4.3		2,990 4.1								12,610 17.3				
AVERAGE AUDIENCE (Households (000) & %)	3,130 4.3		2,330 3.2		2,260 3.1								8,090 11.1		9.0*		11.8*
SHARE OF AUDIENCE %	20		14		13								31		26 *		33 *
AVG. AUD. BY ¼ HR. %	4.1		4.5		3.0		3.2						7.9		10.0		12.3
E																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)			3,430 4.7						6,420 8.8				12,680 17.4				
AVERAGE AUDIENCE (Households (000) & %)			2,480 3.4						4,370 6.0				5,470 7.5				
SHARE OF AUDIENCE %			15						20		5.5*		20				19 *
AVG. AUD. BY ¼ HR. %			3.4		3.5				5.0		6.0		7.2		7.9	7.4	7.3
K																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)							3,650 5.0		5,540 7.6				7,360 10.1				
AVERAGE AUDIENCE (Households (000) & %)							2,840 3.9		3,430 4.7				3,650 5.0				
SHARE OF AUDIENCE %							16		15				17 *				14 *
AVG. AUD. BY ¼ HR. %							3.8		4.0		4.3		5.3		6.0	4.5	4.7
2																	
TV HOUSEHOLDS USING TV WK 1	20.7	21.1	21.3	22.2	21.2	22.5	23.0	24.0	24.2	24.9	27.2	28.6	29.9	31.5	32.1	33.0	
(See Def. 1)	21.5	22.4	22.7	22.4	22.8	24.3	25.7	26.6	27.9	29.6	31.4	32.5	33.9	35.2	35.9	36.2	

A-33 U.S. TV Households: 72,900,000 * Half-hour ratings (for immediately preceding and subject quarter-hours).
 † VARYING DURATIONS REPORTED IN TERMS OF MAXIMUM COMMON DURATION.

(R) Repeat, see page B.

(OP) See Other Programs Section: Page A-36

DAY SUN. MAR. 5, 1978

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

DAY SUN. FEB. 26, 1978

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45	7:00
ABC TV																	
TOTAL AUDIENCE (Households (000) & %)		10,350 14.2					7,730 10.6	16,110 22.1									
AVERAGE AUDIENCE (Households (000) & %)		7,510 10.3					7,730 10.6	10,790 14.8									
SHARE OF AUDIENCE %		28					28	35									
AVG. AUD. BY ¼ HR. %		11.1	9.9	10.0	10.1		11.1	12.3	13.3*	16.2	15.9*	15.7	15.3	15.2*			
(1) International Amateur Boxing (2) ABC Wide World of Sports																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					4,880 6.7			10,940 15.0								8,890 12.2	
AVERAGE AUDIENCE (Households (000) & %)					3,790 5.2			5,250 7.2								6,930 9.5	
SHARE OF AUDIENCE %		6.7*			8.1*			6.8*								9.5	
AVG. AUD. BY ¼ HR. %		6.6	6.8	7.7	8.5		5.2	6.8	6.8*	6.8	6.5	7.1	7.4	10.3		9.6	9.4
NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-4:30PM) Jackie Gleason Golf 1 (4:00-4:30PM) Jackie Gleason Golf 2 (4:30-6:10PM) CBS Evening News																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,080 15.2											6,630 9.1	
AVERAGE AUDIENCE (Households (000) & %)					5,470 7.5											5,390 7.4	
SHARE OF AUDIENCE %		4.4*			4.1*			6.4*								7.4	
AVG. AUD. BY ¼ HR. %		4.4	4.5	4.3	3.9	5.7	7.1	7.7	7.5	7.6	8.0	8.0	8.7	9.2		7.1	7.8
Sportsworld NCAA Basketball Game "MARQUETTE VS. NOTRE DAME" & "CALIFORNIA VS. WASHINGTON" (4:00-6:00PM) NBC Nightly News-Sun.																	

ABC TV																	
TOTAL AUDIENCE (Households (000) & %)		11,520 15.8					9,040 12.4	15,670 21.5									
AVERAGE AUDIENCE (Households (000) & %)		7,800 10.7					8,680 11.9	9,400 12.9									
SHARE OF AUDIENCE %		29					33	32									
AVG. AUD. BY ¼ HR. %		14.0	11.4	10.2	10.3	10.7	11.9	10.5	11.1	13.1	13.5	14.6	15.0				
(1) International Amateur Boxing (2) ABC Wide World of Sports																	
CBS TV																	
TOTAL AUDIENCE (Households (000) & %)					6,560 9.0											10,060 13.8	
AVERAGE AUDIENCE (Households (000) & %)					2,770 3.8											8,460 11.6	
SHARE OF AUDIENCE %		7.2*			7.8*											11.6	
AVG. AUD. BY ¼ HR. %		7.1	7.3	7.9	7.7	4.1	3.5	3.5	3.6	3.8	3.6	3.7	4.4			10.9	12.3
NBA Basketball Game "VARIOUS TEAMS & TIMES" (1:45-4:00PM) U.S. Men's Indoor Tennis Championship (4:05-6:00PM) CBS Evening News																	
NBC TV																	
TOTAL AUDIENCE (Households (000) & %)					11,230 15.4											6,560 9.0	
AVERAGE AUDIENCE (Households (000) & %)					5,900 8.1											5,250 7.2	
SHARE OF AUDIENCE %		5.3*			5.5*											7.2	
AVG. AUD. BY ¼ HR. %		5.2	5.4	5.5	5.4	7.0	8.2	8.3	8.3	8.1	8.4	8.3	7.8			6.8	7.6
Florida Citrus Open (2:00-4:00PM) NCAA Basketball Game "MICHIGAN VS. UCLA" & "CREIGHTON VS. INDIANA" (4:00-6:00PM) NBC Nightly News-Sun.																	
TV HOUSEHOLDS USING TV																	
(See Def. 1)	34.9	34.9	36.1	37.0	38.3	39.2	40.9	42.4	42.2	42.6	42.9	45.1	48.1	49.1	51.9	53.8	
	36.9	37.0	37.6	38.0	36.7	36.8	36.6	37.9	39.7	41.3	42.9	44.7	47.8	49.1	50.6	53.5	

U.S. TV Households: 72,900,000

Half-hour ratings for immediately preceding and subject quarter hours.

(R) Repeat, see page B.

(OP) See Other Programs Section, Page A-35

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV/SEC/TV AUDIENCE ESTIMATES																
DAY NETWORK TIME (N.Y.T.) PROGRAM				WEEK 1				WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR %	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
EVENING MONDAY																
ABC 11.30-12.36AM POLICE STORY-MON				11.30	6,850	9.4	4,670	6.4	25	7.4	7,140	9.8	5,250	7.2	29	7.0
				11.45				7.0*	24*	6.5				7.3*	26*	7.6
				12.00						6.0						7.6
				12.15				6.0*	26*	5.9				7.3*	31*	7.1
				12.30						5.7						6.3
NBC 9.00-11.18PM NBC MONDAY NIGHT MOVIES				11.00												14.0
				11.15												11.3
EVENING TUESDAY																
ABC 11.30- 1.07AM TUESDAY MOVIE OF THE WEEK				11.30	6,850	9.4	3,860	5.3	23	7.1	6,630	9.1	4,300	5.9	21	6.0
11.30-12.33AM				11.45				6.9*	23*	6.7				5.9*	19*	5.8
				12.00						5.5						6.1
				12.15				5.1*	22*	4.8				5.9*	25*	5.8
				12.30						4.7						5.4
				12.45			4.3*	24*	3.9							
CBS 9.00-11.25PM CBS TUESDAY NIGHT MOVIES				1.00					4.1							26.7
				11.00												

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NATIONAL TV/CABLE TV AUDIENCE ESTIMATES																
DAY NETWORK TIME (N.Y.T.) PROGRAM				QUARTER HOUR	WEEK 1				WEEK 2							
					TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR
					HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %	
EVENING THURSDAY CONT'D																
ABC 11.30-12.36AM STARKY AND HUTCH-11:30				11.30	7,510	10.3	5,030	6.9	27	7.7						
				11.45				7.6*	25*	7.6						
				12.00						6.8						
				12.15				6.6*	30*	6.4						
				12.30						5.4						
ABC 12.36- 1.14AM TOMA				12.30	3,350	4.6	2,620	3.6	23	4.0						
				12.45				3.7*	22*	3.5						
				1.00						3.4						
CBS 9.00-11.16PM GRAMMY AWARDS(S)				11.00	FOR RTGS					24.0						
				11.15	SEE PAGE A-8					19.9						
EVENING FRIDAY																
ABC 11.30-12.35AM BARETTA-11:30PM				11.30	7,000	9.6	4,520	6.2	21	7.1	7,730	10.6	5,320	7.3	22	7.8
11.30-12.36AM				11.45				6.8*	20*	6.4				7.6*	20*	7.4
				12.00						5.8						7.3
				12.15				5.7*	21*	5.6				7.1*	24*	6.9
				12.30						5.6						6.7
CBS 11.30- 1.00AM BOXING(S)				11.30	5,690	7.8	3,650	5.0	18	6.0						

NBC 1.00- 2.30AM MIDNIGHT SPECIAL	11.45				5.6*	17*	5.2						
	12.00						5.2						
	12.15				5.1*	18*	5.0						
	12.30						4.5						
	12.45				4.4*	19*	4.2						
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	1.00	4,450	6.1	2,480	3.4	25	4.6	4,960	6.8	2,620	3.6	24	3.9
	1.15				4.3*	23*	3.9				3.8*	20*	3.7
	1.30						3.2						3.5
	1.45				3.2*	25*	3.1				3.7*	25*	3.9
	2.00						2.9						3.4
NBC 1.00- 2.30AM MIDNIGHT SPECIAL	2.15				2.7*	30*	2.5				3.1*	28*	2.8
EVENING SATURDAY													
ABC 9.58- 9.59PM ABC NEWSBRIEF-SAT.	9.45	15,160	20.8	15,160	20.8	38	20.8	16,620	22.8	16,620	22.8	38	22.8
ABC 11.00-11.15PM ABC WEEKEND NEWS-SATURDAY	11.00	6,420	8.8	6,200	8.5	19	8.5	6,200	8.5	5,900	8.1	17	8.1
CBS 9.28- 9.29PM NEWSBREAK-SAT. 8.58- 8.59PM	8.45							9,110	12.5	9,110	12.5	21	12.5
	9.15	8,890	12.2	8,890	12.2	21	12.2						
NBC 8.58- 8.59PM NBC NEWS UPDATE-SAT.	8.45	9,110	12.5	9,110	12.5	22	12.5	10,640	14.6	10,640	14.6	25	14.6
NBC 11.30-12.49AM SATURDAY NIGHT	11.30	11,960	16.4	7,650	10.5	33	12.1						
	11.45				11.7*	33*	11.3						
	12.00						10.1						
	12.15				10.1*	33*	10.1						
	12.30						9.5						
NBC 11.30- 1.00AM WEEKEND(S)	12.45						9.1						
	11.30							8,310	11.4	4,520	6.2	19	8.6
	11.45										7.8*	21*	7.1
	12.00												6.6
	12.15										6.2*	19*	5.8

CONT'D

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM		QUARTER HOUR	WEEK 1							WEEK 2													
			TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR									
			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %										
EVENING SATURDAY CONT'D																							
NBC 11.30- 1.00AM WEEKEND(S)-CONT'D		12.30																			5.1		
		12.45																			4.2		
EVENING SUNDAY																							
ABC 7.58- 7.59PM ABC MINUTE MAGAZINE		7.45	11,660	16.0	11,660	16.0	25	16.0	11,370	15.6	11,370	15.6	24	15.6									
ABC 8.57- 8.58PM ABC NEWSBRIEF-SUN. 8.57- 8.59PM		8.45	16,040	22.0	16,040	22.0	33	22.0	15,820	21.7	15,090	20.7	30	20.7									
ABC 9.00-11.26PM ABC SUNDAY NIGHT MOVIE		11.15	FOR RTGS SEE PAGE A-14			24.5*	52*	23.5	FOR RTGS SEE PAGE A-15			20.4*	41*	18.9									
CBS 8.57- 8.58PM NEWSBREAK-SUN. 8.58- 8.59PM		8.45	12,980	17.8	12,980	17.8	26	17.8	12,830	17.6	12,830	17.6	26	17.6									
NBC 8.58- 8.59PM NBC NEWS UPDATE-SUN.		8.45	12,680	17.4	12,680	17.4	26	17.4															

9.28- 9.29PM	9.15					14,220 19.5	14,220 19.5	28	19.5	
NBC 11.30- 1.32AM NBC LATE NIGHT MOVIE	12.45	FOR RTGS SEE PAGE A-16		3.5* 22*	3.4	FOR RTGS SEE PAGE A-17		3.0* 17*	2.9	
11.30- 1.30AM	1.00 1.15 1.30				3.3 3.4 3.1			2.6* 19*	2.6 2.5	
EVENING MONDAY-FRIDAY										
ABC 9.58- 9.59PM ABC NEWSBRIEF-M-F	M-F 8.45 9.45	13,630 18.7	13,630 18.7	29	17.3 19.7	12,760 17.5	12,760 17.5	27	15.8 18.7	
CBS 8.58- 8.59PM NEWSBREAK-M-F	M-F 8.45	10,350 14.2	10,350 14.2	22	14.2	11,230 15.4	11,230 15.4	24	15.4	
CBS 11.30- 1.11AM LATE MOVIE I	M-F 1.45					FOR RTGS SEE PAGE A-17		5.9* 54*	5.9	
CBS 1.07- 2.03AM LATE MOVIE II	W & F 12.00 12.15 12.30 12.45 1.00 1.15 1.30 1.45 2.00					5,250 7.2	3,790 5.2 7.3* 25*	29 28*	7.9 7.0 6.7 6.6 4.6 4.4 4.2 3.5 3.6	
NBC 8.58- 8.59PM NBC NEWS UPDATE-M-F	M-F 8.45 9.00	14,000 19.2	13,270 18.2	28	18.0 22.5	11,810 16.2	11,810 16.2	25	16.2	
NBC 11.30-12.45AM TONIGHT SHOW	M-F 1.00					FOR RTGS SEE PAGE A-17			4.5	
NBC 1.00- 1.45AM TOMORROW SHOW	M-TH 1.45					FOR RTGS SEE PAGE A-17		2.2* 27*	1.9	
CONT'D										

NATIONAL *Nielsen* TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK TIME (N.Y.T.) PROGRAM QUARTER HOUR				WEEK 1					WEEK 2								
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
EVENING MONDAY-FRIDAY CONT 'D																	
NBC	1.00-	1.45AM	TOMORROW SHOW-CONT'D	2.00										1.6			
DAY MONDAY-FRIDAY																	
CBS	10.00-	11.00AM	MAGAZINE(S)	THU.	10.00					5,760	7.9	3,570	4.9	24	4.5		
					10.15								4.6*	24*	4.7		
					10.30										5.3		
					10.45								5.2*	25*	5.2		
CBS	10.30-	11.00AM	PRICE IS RIGHT 1	M-F	10.00	5,180	7.1	4,370	6.0	27	4.3						
					10.15						5.4						
CBS	11.00-	11.30AM	PILLSBURY BAKE-OFF(S)	TUE.	11.00	5,760	7.9	5,180	7.1	28	7.2						
					11.15						7.0						
CBS	11.00-	11.30AM	PRICE IS RIGHT 2	M-F	10.30	5,390	7.4	4,740	6.5	27	6.4						
					10.45						7.1						
CBS	11.55-	11.59AM	CBS MID-DAY NEWS-EDWARDS	M-F	11.45	5,180	7.1	4,740	6.5	26	6.5	4,960	6.8	4,450	6.1	24	6.1
CBS	12.43-	1.00PM	CARTER ANALYSIS(S)	THU.	12.30							5,320	7.3	4,880	6.7	27	6.5
					12.45											6.8	
DAY SATURDAY																	
ABC	8.55-	8.59AM	SCHOOLHOUSE ROCK- 8.55AM		8.45	5,180	7.1	4,520	6.2	32	6.2	5,180	7.1	4,740	6.5	32	6.5

ABC 9.55- 9.59AM SCHOOLHOUSE ROCK- 9.55AM	9.45	6,420	8.8	6,120	8.4	35	8.4	5,250	7.2	5,180	7.1	27	7.1
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM	10.45	6,120	8.4	5,690	7.8	28	7.8	5,830	8.0	5,470	7.5	26	7.5
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	5,180	7.1	4,740	6.5	26	6.5	6,270	8.6	5,470	7.5	26	7.5
CBS 8.26- 8.29AM IN THE NEWS- 8.26AM	8.15	2,480	3.4	2,260	3.1	20	3.1	2,620	3.6	2,480	3.4	20	3.4
CBS 8.56- 8.59AM IN THE NEWS- 8.56AM	8.45	4,300	5.9	4,010	5.5	28	5.5	4,300	5.9	4,080	5.6	26	5.6
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM	9.45	6,780	9.3	6,420	8.8	35	8.8	7,730	10.6	7,580	10.4	38	10.4
CBS 10.26-10.29AM IN THE NEWS-10.26AM	10.15	7,730	10.6	6,930	9.5	35	9.5	8,380	11.5	7,510	10.3	35	10.3
CBS 10.56-10.59AM IN THE NEWS-10.56AM	10.45	6,490	8.9	6,340	8.7	32	8.7	7,870	10.8	7,580	10.4	34	10.4
CBS 11.26-11.29AM IN THE NEWS-11.26AM	11.15	6,120	8.4	5,470	7.5	29	7.5	8,310	11.4	7,440	10.2	35	10.2
CBS 11.56-11.59AM IN THE NEWS-11.56AM	11.45	5,540	7.6	5,250	7.2	30	7.2	6,560	9.0	5,900	8.1	29	8.1
CBS 12.26-12.29PM IN THE NEWS-12.26PM	12.15	5,540	7.6	5,250	7.2	30	7.2	6,050	8.3	5,760	7.9	28	7.9
CBS 12.56-12.59PM IN THE NEWS-12.56PM	12.45	5,760	7.9	5,250	7.2	29	7.2	7,140	9.8	6,490	8.9	31	8.9
CBS 1.26- 1.29PM IN THE NEWS- 1.26PM	1.15	4,160	5.7	4,010	5.5	22	5.5	6,780	9.3	6,050	8.3	28	8.3
CBS 1.56- 1.59PM IN THE NEWS- 1.56PM	1.45	3,500	4.8	3,280	4.5	18	4.5	4,300	5.9	4,080	5.6	20	5.6
DAY SUNDAY													
ABC 10.55-10.59AM SCHOOLHOUSE ROCK-10.55AM	10.45	2,700	3.7	2,410	3.3	16	3.3	3,060	4.2	2,920	4.0	19	4.0
ABC 11.55-11.59AM SCHOOLHOUSE ROCK-11.55AM	11.45	2,920	4.0	2,700	3.7	17	3.7	2,410	3.3	2,190	3.0	13	3.0
CBS 9.26- 9.29AM IN THE NEWS- 9.26AM	9.15	1,820	2.5	1,680	2.3	14	2.3	1,020	1.4	950	1.3	8	1.3
CBS 9.56- 9.59AM IN THE NEWS- 9.56AM	9.45	1,820	2.5	1,750	2.4	13	2.4	1,600	2.2	1,600	2.2	12	2.2
CBS 1.45- 4.05PM NBA BASKETBALL GAME	4.00												
FOR RTGS SEE PAGE A-33													6.2